



Manhattan Broadcasting Co., Inc  
Comments regarding FCC Proceeding 04-233 on "Localism"

The following are just a few examples of letters and comments from our listening audience as well as community organization leaders concerning Manhattan Broadcasting's ongoing commitment to our community. Each year we commit countless ad dollars, staff hours, and on-air coverage to the events that directly impact the lives of our listeners and the lifeblood of our business and community. There are direct examples of our fundraising efforts in the tens of thousands of dollars per as well as using our stations as a conduit of information for a 5 county area during a massive power outage crisis due to a winter ice storm. In a time of local need or emergency, Manhattan Broadcasting has taken the role of first responder, not that of disinterested outsider. The additional man power and time that under the proposed new regulations would allocated to unnecessary paperwork, meetings, and red tape would actually divert attention and resources from what we have and continue to do best, serve the listeners and local community of Manhattan Broadcasting.

**Heartland Affiliate**  
5375 SW 7<sup>th</sup> St.  
Topeka, KS 66606  
(785) 228-3409  
(800) 326-3383  
fax (785) 272-2425  
[www.americanheart.org](http://www.americanheart.org)

May 8, 2007

KMAN  
PO Box 1350  
Manhattan KS 66502

Dear Friend of Heart:

Thank you for helping make the new START! Flint Hills Heart Walk a success in 2007. Our success is always due to the local sponsors like KMAN!

This year we raised more than \$23,000 in cash donations, plus thousands from in-kind donations. All donations support the American Heart Association's lifesaving work in research and education. Your donation of services helps the American Heart Association achieve our mission of decreasing death and disability from heart disease and stroke.

This year we had some very competitive competitions for "top" honors. Below are the teams and individuals who were the "top" fundraisers:

**Top Walker:** Diane Stoddard  
**Top Walk Company:** Commerce Bank  
**Top Team:** Congenital Heart Defect Awareness Team

Through the START! Heart Walk we hope to continue the fight against heart disease and stroke by funding lifesaving research, providing needed public education and teaching the importance of physical activity most days of the week for 30 minutes or more.

If you are interested in programs offered by the American Heart Association, please visit our web site at [www.americanheart.org](http://www.americanheart.org). I am also available for presentations to your staff on heart disease and stroke.

Thanks again for all your assistance and support!

Sincerely,

*Michelle Geering*

Michelle Geering  
Regional Director, AHA

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Shawnee Mission, Kansas

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Wichita, Kansas

Marcia Wanamaker  
Des Moines, Iowa

**Executive Vice President**  
Kevin D. Harker  
Overland Park, Kansas

**United Way  
of Riley County**

114 S. Fourth St.  
Manhattan, KS 66502  
www.unitedwayrc.org



December 17, 2007

Richard Wartell  
Manhattan Broadcasting  
2414 Casement Rd.  
Manhattan, KS 66502

Dear Rich,

As you know, the December 11 ice storm forced the United Way of Riley County to cancel its 2007 campaign closing event. Lacking that public recognition forum, I would like to take this opportunity to thank you and everyone at the Manhattan Broadcasting radio stations for your outstanding support of the community through the annual United Way Radiothon.

By hosting and organizing this fundraising event through the years, you and your staff have done more good for the people of Manhattan than you will ever know. Because of your visible leadership, media coverage by local and regional newspapers, regional television and other radio stations all focused on this central idea: If helping others means so much to the civic leaders who go to such lengths to make the Radiothon a success, community members should open their pocketbooks and donate to the cause. This they did, with a record \$30,185 raised for the 16 agencies that make up the United Way.

More than 29,000 local residents will be served through United Way of Riley County agencies in 2008, with funding raised through the Radiothon and the balance of the 2007 campaign. Please know that you and your staff's contribution of time, talent and commitment has made a lasting impression on our community.

Best Regards,

Maxine Coffey  
Executive Director

# Letters to the Editor

## Tree and power crews have done outstanding work; we're grateful

To the Editor:

We want to thank all the Westar, Asplundh and other utility and tree crews for responding so quickly to the needs in Manhattan and the surrounding area.

Crews have worked diligently to quickly restore power. Many of the crews have come from distant homes during a time when everyone wants to be near home and family. They have left families who must make the sacrifice of being without their loved ones so we can have our power restored. It is difficult for those families to know when their loved ones will be able to return home. Many of their holiday plans may be put on hold or changed so we will have power and heat during our holidays.

Next spring when crews are trimming trees on our property around utility lines, I hope we all remember that they are doing this so future ice storms do not cause this amount of damage or power outage. We all want our trees to look nice, but are we willing to sacrifice the luxury of electricity and warmth in our homes when cold weather hits? Just imagine how much worse the situation could have been if the trees hadn't

been trimmed back from the power lines last summer.

Please be patient with all these crews and extend them the kindness, hospitality and appreciation Manhattan is known for. We want them to go home with good stories to tell of their interactions with people in Kansas.

Wendy and Gary Skrdlant  
2101 Farmingdale Court

## Residents are fortunate to have local print, broadcast news outlets

To the Editor:

It is with a great deal of pride that I write this letter about our Manhattan community. The week of Dec. 10 was especially difficult for all of us. Thousands of households were without power, heat and water for various amounts of time. Some are still without power as this is written. As the crisis intensified and the temperature dropped, it became apparent that hundreds, and possibly thousands, of people were at risk. It was at this juncture that our local media united.

I am so proud of the immediate response by the Manhattan Mercury and Manhattan Broad-

casting to "Operation Neighborhood." At a moment's notice they both responded to the local Red Cross suggestion of encouraging neighbors with power to check on neighbors and friends with no power, then offering shelter, hot meals and hot showers. It is my opinion that this immediate response and continued promotion of Operation Neighborhood by our radio stations and our newspaper saved lives.

The many volunteers of the American Red Cross of the Flint Hills are proud of our local media, and we are especially proud of each and every person who opened their homes and cared enough to check on their neighbors.

One more thought. Manhattan is lucky to have two newspapers and a radio company that are locally owned. There is an alarming trend for national ownership and consolidation of radio, TV, newspaper and Web media. Hundreds of local radio stations are actually programmed on the West Coast, and any local news and weather comes from the Internet.

If our Manhattan news and entertainment outlets had been programmed in San Diego, we might not have fared as well during this ice storm. Something to think about.

Ron Frank  
Red Cross Volunteer  
1491 Zeandale Road

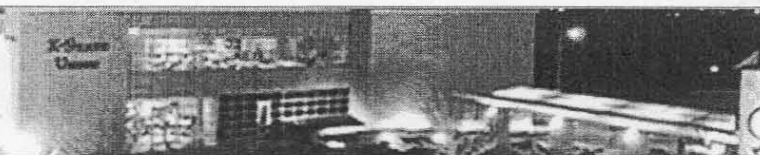


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MERCURY**  
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## SECTIONS

News & Features  
Classifieds  
K-State Sports  
Local Sports  
Nightlife  
Community Info  
Interactive  
Calendar  
Help  
Shop

## Poll Question

Do you consider it too showy to turn on Christmas lights, since there are some who still don't have power?

☐ Yes  
☐ No

## General Reader Forums

What is the largest Ft. Riley has been?  
1 Reply - Last Reply On 12/19/2007 10:57:11 AM  
Posted By: windjammer

Roundabouts  
8 Replies - Last Reply On 12/19/2007 11:38:41 AM  
Posted By: Watch Dog

I hope you remember this  
13 Replies - Last Reply On 12/19/2007 11:54:23 AM  
Posted By: newsjunkie

Name a couple of

## READER FORUM TOPIC

### KMAN - THANK YOU! ([suggest removal of this post](#))

I would like to publicly express my appreciation to KMAN radio for the hard work and dedication over the last week. Their hard work during the ice storm and its aftermath kept our community informed. I didn't have power for 3 days, but at least I knew what was happening. Aaron Leiker, Cathy Dawes, and Matt Walters deserve a big thank you for their efforts. To KMAN, keep up the good work and THANK YOU!

**Posted By: kstateguy**

[Post A Reply](#)

### Response From: Manhattan Hawk ([suggest removal of this post](#))

12/18/2007 12:09:39 PM

I agree that the staff at KMAN has done a wonderful job not only keeping the community informed but also getting people to help others in need. This is what can make a smaller community like ours such a great place to live and to have pride in calling home.

### Response From: MikeB ([suggest removal of this post](#))

12/18/2007 3:21:10 PM

Agreed. Also thanks for letting people call and rip on the mayor and city manager this am. it was quite entertaining.

### Response From: SCOTTY ([suggest removal of this post](#))

12/18/2007 5:39:23 PM

KMAN has always been a lifeline for this community during trying times. I remember how valuable their service was during the floods of '93. They should all be recognized for their assistance and efforts to keep our citizens informed on a daily basis.

## Cathy Dawes

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**From:** <srathert@ksu.edu>  
**To:** <News@1350kman.com>  
**Sent:** Thursday, December 13, 2007 4:17 PM  
**Subject:** Thank you

I am sitting in a computer lab at KSU because I am a graduate student, local resident, and one of those without power as I live by the lake. Please keep up all your effort and energy in covering this ice storm because the service you are providing to those of us whose only or primary link is your radio station is invaluable. We would not have gotten this far in recovering and returning to normal if it had not been for all of you.

Susan Todd

## Cathy Dawes

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**From:** "Tawny McHenry" <TMcHenry@bluevillennursery.com>  
**To:** <news@1350kman.com>  
**Sent:** Wednesday, December 19, 2007 11:18 AM  
**Subject:** Thanks KMAN

Just wanted to say thanks for everything you and everyone at the station did to keep us informed during the ice storm. I was amazed that you could even get to work when you were dealing with your own problems of trying to stay warm and keep your family going, etc. I was dismayed by the article in the Mercury last night, so I wanted to send you an encouraging word. I think you always do a wonderful job for this community and KMAN is where we turn for information. During the power outage, our little battery radio gave us hope because we knew you were doing your best to get us information. There probably wasn't much new information to give since Westar kind of left everyone in the dark (pardon the pun). We finally got our power back on Monday evening (the 17<sup>th</sup>). Best wishes as you pick up the pieces and get your house cleaned up, laundry done, etc.

And thanks again for keeping us informed and for not forgetting about those of us who stayed powerless longer than anyone else in town. Let me know if anyone calls in and needs a place to stay or food, because I know there are still people suffering out there.

Tawny McHenry  
2850 Oregon Lane  
Manhattan

## Matt Walters

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**From:** Jim Johnston [JohnstoJ@rockcreekschools.org]  
**Sent:** Tuesday, December 18, 2007 11:36 AM  
**To:** Scott Harshbarger; Alan Cunningham; Weston Steiner; Michael Zabel; Matt Walters; Troy Hemphill; Brian Smoller; Kelly Hammel  
**Subject:** RE: hello-o-o-o-o ?

Boys it has been a very long week! No electricity, no heat, restricted water...I might as well been living in Paxico or Harveyville. My bother came through and brought a generator up last Wednesday. I did not sleep a lot because I had to get up every two hours and put wood in the fire and check the gas in the generator.

[REDACTED] The power came back on last night, what a great feeling to just sit when I got home and not worry about heat and water.

[REDACTED]

Kudos to Matt and KMAN for their work during the power outage. For two days all we had was a radio. 580 did not give us much info about our situation. Glenn Beck and On the Other Hand?????? Matt was interviewing the different Power Companies and giving us information we NEEDED!! Thank you Matt, my wife and I really appreciated it.

## Matt Walters

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**From:** Vonda Copeland [Vonda@copeland.kscoxmail.com]  
**Sent:** Monday, December 17, 2007 11:34 AM  
**To:** chilidog@1350kman.com  
**Cc:** news@1350kman.com  
**Subject:** Thanks!

Thanks for the great coverage during the power outages! You were the link for many of us that had no power, and the updates were much appreciated! A great week for radio! (not for much else!) ☺  
PS—we got power last night—a real milestone!

Vonda Copeland  
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